Emblem Catalog ★ 1932

AMERICAN LEGION AUXILIARY

THE AMERICAN LEGION

National Headquarters

INDIANAPOLIS

★

EMBLEM DIVISION

HERE'S THE 1932 AUXILIARY CATALOG

THIS latest emblem catalog of the American Legion Auxiliary offers many unusual and out-of-the-ordinary emblem combinations, all of which have been created with the utmost care by highly skilled craftsmen. Each one is very fairly priced and is offered with the honest conviction that it is the best possible value for your money. *Your complete satisfaction is assured, for if you are not pleased in every way, your money will be refunded promptly and without question.*

It is required that the Emblem Division operate on a cash basis. *No charge orders can be accepted. All orders should, therefore, be accompanied by remittance in full. All checks and money transfers should be made payable to the National Treasurer, The American Legion.* Address all orders to the Emblem Division, National Headquarters, The American Legion.

We are always at your service and it will be a pleasure, indeed, to accord your order immediate and careful attention.

Sincerely yours,

E. O. MARQUETTE, *Director, Emblem Sales*

Address orders to EMBLEM DIVISION
THE AMERICAN LEGION, NATIONAL HEADQUARTERS, INDIANAPOLIS, IND.

PARADE UNIFORMS

● Here is a most attractive Parade Uniform which can be adopted by your Unit at a minimum expense to each member. Not only is it practical, but unusually attractive. While in no way an official uniform this outfit is rapidly coming into favor with Auxiliary Units.

If your Unit contemplates the adoption of an official uniform we urge you to give this outfit careful consideration.

Remittance must accompany order. No C. O. D. shipments.

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PRICES

Tam $2.00 Cape $10.00 Both $12.00

SPECIFICATIONS

Cape—Navy blue uniform cloth lined with gold sateen. A silk embroidered reproduction of the Auxiliary emblem is on the right shoulder. All capes are made with military collar.

Tam—Navy blue uniform cloth with name of State embroidered in gold silk on right hand side. All tams are fitted with elastic in the back of the band which permits of sizing.

Delivery—Two weeks required for delivery.

HOW TO ORDER

Tams—Head sizes unnecessary. Be sure to specify State name.

Capes—Following measurements are absolutely essential to the proper manufacture of capes and should be carefully taken to avoid errors. Bust, Height, Neck size.

Note: The height measurement refers to the total height of the wearer in street shoes. This is most essential to insure uniform length of capes.

UNIT CAPS

● These new and distinctive Unit Caps are tailored to your individual requirements from the finest of materials by highly skilled cap makers. They fit perfectly.

There is no other one thing which will so effectively uniform your Unit as these distinctive caps. They are virtually a complete uniform in themselves. Your Unit can make a highly creditable showing on Memorial Day, Armistice Day and other holidays with these specially designed caps.

They are exceptionally low priced and within the means of every Auxiliary member.

Remittance must accompany order. No C. O. D. shipments.

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PRICE $2.00 each, postpaid

Note: Unit Caps are specially priced at $2.00 each and no discount or special price can be extended on quantity orders.

SPECIFICATIONS

Style—Overseas type.

Material—14-ounce uniform cloth.

Color—Navy Blue.

Emblem—Silk embroidered in full Auxiliary colors.

Lettering—White silk embroidered. Unit number only on left side and full State name only (no abbreviations) on the right. All letters and numerals ½ inch in size. Special lettering or changes additional. Prices quoted on application.

Trimming—White silk piping. Tan sateen lining. Genuine leather sweat band.

Size—Furnished only in standard head-sizes. Be sure to specify sizes required.

Delivery—Two weeks required for delivery.

MINIATURE UNIT COLORS

● American Legion Auxiliary Unit Colors in miniature form, especially designed for desk and table use, are now available. Each set consists of an 8 x 12-inch printed silk U. S. and Auxiliary Unit flag (unlettered), fringed on three sides and mounted on an 18-inch ebonized staff with gilded spearhead. A specially designed holder is included.

Each Auxiliary member should have a set of these miniature Unit Colors. They are splendid souvenirs for banquets, dinners, dances, etc.!

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PRICES

Complete stand colors	$1.25 *per set*
Auxiliary flag only	.75 *each*
U. S. flag only	.50 *each*
Holders only	.25 *each*

Note: *Special prices on quantities of fifty or more sets.*

MINIATURE FIDAC COLORS

● These attractive miniature colors are exact replicas in every detail of the official flags of the nations comprising the FIDAC. Each set consists of ten brilliant silk flags each mounted on an ebonized staff, with gilded spear head, and a specially designed table or desk holder. These striking miniature flags are available in two sizes and are to be had either with or without fringe.

Every Unit should have a set of miniature FIDAC colors!

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PRICES

Size 4 x 6 inches, plain, per set	$1.75
Size 4 x 6 inches, fringed, per set	2.25
Size 8 x 12 inches, plain, per set	3.75
Size 8 x 12 inches, fringed, per set	4.75

MEMBERSHIP PINS

● It is a real privilege to be eligible to wear the *American Legion Auxiliary Emblem.* Never be without it! It is an emblem that is recognized and respected by all patriotic citizens.

Each *Official Membership Pin* is a tribute to the art of jewelry making—made with the utmost care and equipped with a dependable safety catch. Solid gold pins are particularly recommended for they are guaranteed forever. You need more than one membership pin!

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PRICES

Gold-plated	$0.25 each
10-K solid gold	1.50 each
14-K solid gold	2.00 each

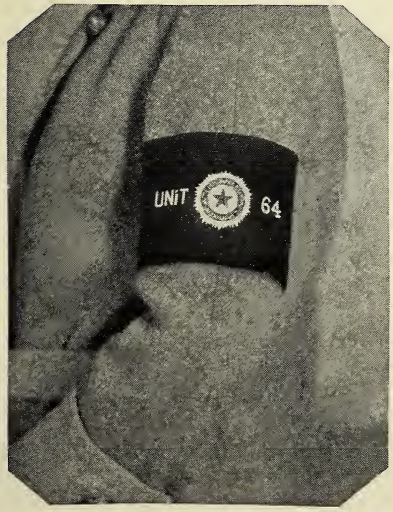
Gold or blue stars optional.

SILK EMBROIDERED EMBLEMS

● Reproductions of the Auxiliary emblem, beautifully embroidered in official colors, are available in two sizes, two and four inches in diameter. Each is mounted on a circular piece of blue uniform cloth to facilitate appliquing.

PRICES

Style Y—2-inch diameter....20c
Style X—4-inch diameter....50c



ARM BANDS

● Arm bands are particularly in demand on Memorial Day, Armistice Day, and other holidays. With these handsome arm bands your Unit can make a dignified and uniform public appearance at a minimum expense.

Made of dark navy blue uniform cloth, with the emblem beautifully reproduced in proper colors. The wording is in one-half inch embroidered letters. Each band is equipped with elastic which holds it securely in place.

●

PRICE, 75c EACH

complete with lettering as illustrated.

NOTE: *Additional lettering 5c extra per letter or numeral.*

OFFICERS' BADGES

OFFICES

President
Vice-President
Secretary
Historian
Chaplain
Treasurer
Sergeant-at-Arms
Executive Committee

NOTE: *Blue or Gold Stars Optional*

● THERE is no other one thing that will aid in creating the proper atmosphere at your Unit meetings as the wearing of the *Official Officer's Badge* by your Unit officers. They are large enough to be easily distinguished, yet small enough to be dainty and attractive. Your Unit should possess a complete set of these badges!

PRICES	Gold-plated	$ 1.00
	10-K solid gold	10.00
	14-K solid gold	12.00

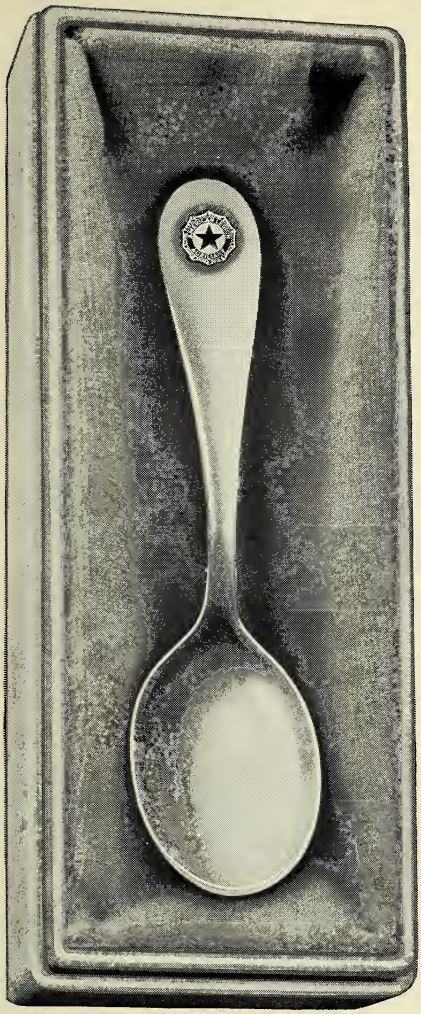
YEAR BARS

YEARS

1920	1926
1921	1927
1922	1928
1923	1929
1924	1930
1925	1931

● IN RESPONSE to a popular demand an unusually attractive year bar has been designed for past and present officers' badges. They are to be had in three qualities—gold-plated, 10-karat and 14-karat solid gold. No officer's badge, either past or present, is complete without these attractive bars. Attached in a jiffy—and very moderately priced!

PRICES	Gold-plated	$0.50
	10-K solid gold	1.25
	14-K solid gold	1.50



PRICE

$2.00 *complete*

Sterling
(Solid) Silver

ACTUAL SIZE

BABY SPOONS

● Here is the ideal presentation for the brand new Auxiliary candidate. This attractive sterling (solid silver) spoon, with the emblem beautifully enameled in colors, complete with presentation case as illustrated, is specially priced within the means of every American Legion Auxiliary Unit.

205—Sterling silver pendant, black enamel design. Chain platinoid with sterling silver beads. Plated emblem. Price $2.25

213—Sterling (solid silver) pendant, filigree design. Gold plated emblem. Dainty solid silver chain. Price $1.50

204—Sterling silver pendant, blue and black enamel design, blue and black enameled white metal chain. Price $1.75

203 (*above*)—Sterling silver bar pin, black enamel design with plated emblem. Price.....$1.50

206 (*above*)—Sterling silver bar pin, black and blue enamel modernistic design. Plated emblem. Price.....$1.25

214 (*above*)—Sterling silver bar pin, filigree design with gold plated emblem. Price..$2.50

215 (*at right*)—Sterling silver bracelet with gold plated emblem. Price....$2.00

207 (*at right*)—Sterling silver bracelet, black enamel, with plated emblem. Price.....$3.00

208 (*at right*)—Sterling silver stone-set bracelet, black and blue enamel with plated emblem. Price.....$3.00

JEWELRY

● We present herewith an unusual, distinctly out-of-the-ordinary assortment of American Legion Auxiliary jewelry. Each individual item has been selected with the utmost care and each is very specially priced.

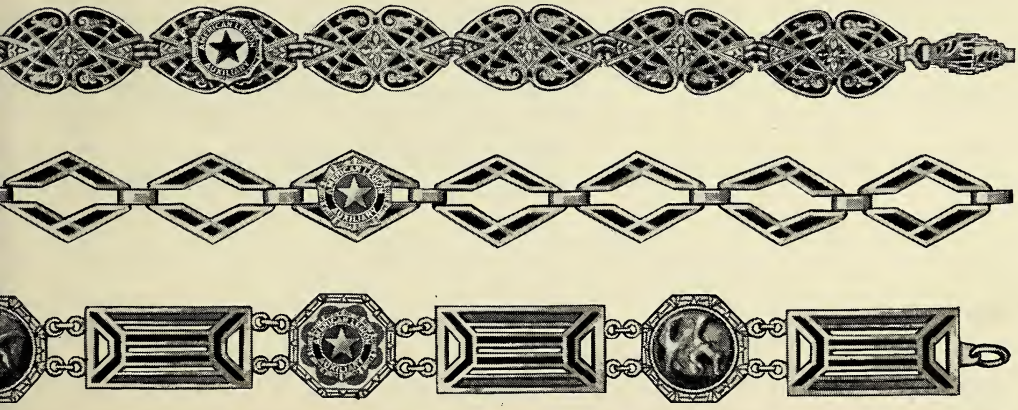
We invite particular attention to new designs: ring No. 201, pendant No. 213 and bracelet No. 215. You will thoroughly enjoy owning any one of these beautiful yet moderately priced pieces of Auxiliary jewelry.

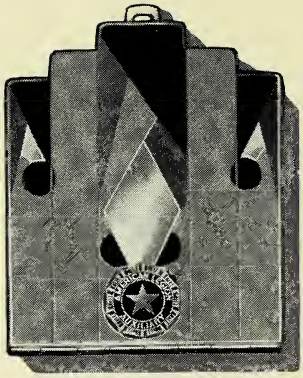
212—10-K solid green gold ring. Modernistic red and white enameled top, solid gold emblem. Price..$6.50

211—10-K solid white gold ring. Dainty pierced design. Genuine crystal top. Solid gold emblem. Price.....$7.50

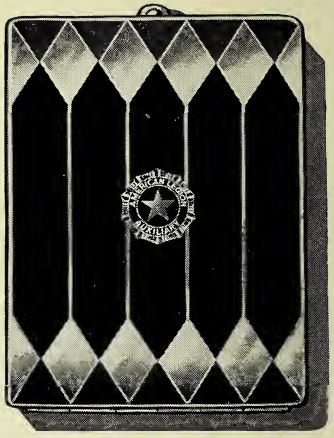
201—Sterling (solid silver) ring, filigree mounting with light blue stone, 10-K gold emblem. Price.....$5.00

200—14-K solid white gold ring, filigree design mounting with black onyx top surmounted with solid white gold emblem. Price.....$8.50





210—White metal, modernistic design. Blue and black enamel top, engine turned back. Powder and rouge. Price.....$2.25



202—White metal, black and red enamel. Powder, rouge and lipstick. Price.....$2.00

THREE HANDY COMPACTS

Illustration Actual Size

209—White metal, modernistic design. Gray, red, silver and black enamel top with black enamel back. Powder, rouge and lipstick. Price.....$3.25

COMPACTS

● Here are three unusual American Legion Auxiliary compacts, any one of which would delight the most discriminating woman. Convenient and dependable, each of these attractive compacts contains the finest of rouge, lipstick and powder. Splendid for membership prizes!

PAST OFFICERS' INSIGNIA

● Here is the last word in Past Officer insignia, including a brand new pendant and brooch. The wide price range and variety of designs make it possible for each Unit to annually decorate its retiring President, Secretary and Treasurer in a distinctive manner. Any of these standard, attractive Past Officer insignia can be made to special order for other officers at a slight increase in price. Quotations on application.

Engraving 5c extra per letter or numeral.

PENDANT—Sterling silver. Exquisitely set with brilliants. Medallion combination blue and white stones, 14-K solid gold insignia.....$7.50

BADGE—The original Past Officer insignia and still very popular.

Gold plate.....$ 1.00
10-K gold..... 10.00
14-K gold..... 12.00

JEWELED PIN—Solid gold pin, chain and guard. Six genuine half-pearls. Beautiful and decidedly practical.

10-K gold.....$10.00
14-K gold..... 12.50

RING—Solid green gold. Black onyx top with solid gold insignia. Very popular and practical.

10-K gold.....$12.50
14-K gold..... 15.00

BROOCH—14-K solid green gold. A brand new and distinctly different type of Past Officer insignia. Price.....$10.00

INITIATION FLAGS

● Miniature American Flags are required in the initiation ceremonies as set forth in the Manual of Ceremonies. Special quality, printed silk flags, mounted on ebonized staffs with gilded spearheads, are available in two sizes. Larger sizes priced upon request.

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PRICES

2 x 3 in., $0.60 per doz.
4 x 6 in., 1.10 per doz.

WINDOW TRANSFERS

● American Legion Auxiliary transfers are now available in two sizes, three-inch and six-inch. Each one beautifully reproduces the official Auxiliary emblem in full colors, and is specially designed to apply either to opaque or transparent surfaces. Just the thing for the doors and windows of Unit Headquarters. Excellent for auto windshields, too!

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PRICES

3-inch.....5c each
6-inch.....10c each

INITIATION LAMPS

● The best insurance for the success of your Unit is the use of the initiation ceremony as set forth in the Auxiliary's Manual of Ceremonies. Its effect upon new members is far-reaching and lasting.

The Emblem Lamp which is required consists of a twelve-inch opaque canteen-shaped glass globe with base attached. The lettering and the emblem, which is beautifully and accurately reproduced in full colors, are fired into the glass by a special process. Each lamp is furnished complete as illustrated with a ten-foot cord, plug and socket. No extras to buy except lamp bulb.

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PRICE

Each, complete, $8.00. *F. O. B. Monaca, Pa.*

Remittance must accompany order. No C. O. D. shipments.

Note: *Two weeks' delivery.*

GAVELS

● The light but sturdy gavel illustrated above is capable of efficient, dependable service for years. It will be of great assistance to your Unit president in presiding on meeting nights.

Each *Auxiliary Gavel* is made of highly polished rosewood and is supplied with a fitted band bearing the official Auxiliary insignia in colors. Your Unit needs one of these beautiful gavels!

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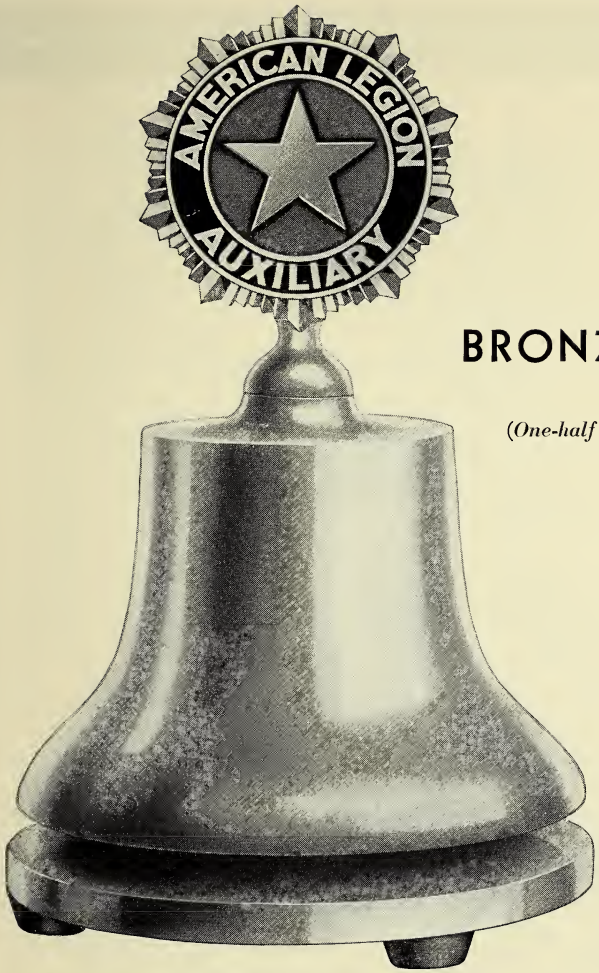
PRICES

Gavel with gold-plated band and emblem....$ 2.50
Gavel complete, 10-K gold band and emblem 10.00

Note: *Engraving 5c extra per letter or numeral.*



BRONZE GAVEL BELLS

(One-half Actual Size)

PRICE

$7.50 *each, delivered*

NOTE: *Gavel extra. See opposite page for prices. Engraving 5c extra per letter or numeral.*

● NO MORE marred table tops or broken gavel handles! The beautiful bronze gavel bell illustrated above has been designed especially as a striking base for the gavel illustrated on the opposite page. It is 6 inches wide at the base and 10 inches high. The double-faced emblem which is 3 inches in diameter is beautifully enameled in colors. Your Unit equipment is not complete without one of these beautifully toned gavel bells.

PRIZE MEDALS AND AWARDS

● The sponsoring of essay and scholarship contests is a most commendable undertaking. Medals play a great part in such a program, and these have been specially designed for the use of Auxiliary Units.

PRICES

Medal No.	Bronze	Sterling	Rolled Gold Plate	10-K Solid Gold
M-503	$1.50	$2.75	$3.25	$10.00
B-200	1.25	1.75	2.75	11.00
B-300	1.25	1.75	2.75	11.00
F-393	1.50	3.00	3.75	14.75
F-2436	1.50	2.75	3.25	10.00

All medals supplied with Red, White and Blue Ribbon, and in individual containers. Engraving 5c extra per letter or numeral. Remittance in full must accompany all orders. No C. O. D. shipments.

M 503

F 2436

B 200

B 300

F 393

UNIT COLORS

● The *Official Stand of Colors* of the American Legion Auxiliary consists of a U. S. parade flag and an Emblem banner. Designed with particular care to eliminate excessive weight, Auxiliary colors are extremely easy to handle.

If your Unit does not own colors they should be purchased immediately. Bring it up at the next meeting! Prepare now for Decoration Day, Flag Day and Armistice Day—the holidays on which the Auxiliary and the Legion are looked to for a proper observance of the day. The prices quoted are very fair.

● PRICES

	WOOL	SILK
U. S. Flag.....	$16.75	$30.00
Unit Banner.....	32.50	72.50
Total.....	$49.25	$102.50

Above prices F. O. B. New York. NOTE: *Two weeks required for delivery. Remittance must accompany order. No C. O. D. shipments.*

Unit Standards are Lettered with Name and Number of Unit and Name of City in which Unit is located.

SPECIFICATIONS

SIZE—All Auxiliary flags are 3 x 5 feet.

COLOR—The Unit Banner is blue, the Department white, and the National red.

MATERIAL—All silk flags are made of heavy U. S. Government quality banner silk. All wool flags are made of U. S. Government quality wool bunting.

DESCRIPTION—All silk U. S. flags are made with sewed stripes and silk embroidered stars. All wool U. S. flags are made with sewed stars and sewed stripes. All Unit banners are made of DOUBLE thickness material with the emblem and wording reading correctly on both sides. Silk Unit banners are decorated and lettered in pure gold leaf. Wool Unit banners are lettered with cut and sewed letters of gold colored sateen—the emblem is painted.

MOUNTING—All Auxiliary flags are trimmed and mounted according to official regulations. This provides for 2-inch yellow silk bullion fringe on three sides and yellow silk tassels having nine feet of yellow silk cord. All flags are mounted on an eight-foot polished oak pole equipped with a double brass screw joint and surmounted with a solid brass eagle having a wing spread of six inches.

EQUIPMENT—Each flag is equipped with a genuine leather carrying belt and a heavy oil cloth rain cover which is interlined with heavy canvas.

Style L Flag Stand

FLAG HOLDERS

● EACH Unit and Department possessing colors should have a set of these sturdy *Flag Holders* which have been made especially for American Legion Auxiliary banners. They are made of cast iron, black enameled, and will last indefinitely.

● PRICES

Single stand	$2.00
Stands, per pair	4.00

F. O. B. New York City.

All Sizes

PRINTING CUTS

● THESE one and two-color *Printing Cuts* of the American Legion Auxiliary emblem have been provided for the convenience of Units and Departments in printing stationery, meeting notices, etc. The official membership pin is described on page four.

● PRICES

SIZE	ONE COLOR	TWO COLOR
½ inch	$0.35	$0.75
¾ inch	.35	.75
1 inch	.35	Not furnished
1¼ inch	.35	.75
1½ inch	.35	Not furnished
2 inch	.50	Not furnished

Larger cuts furnished on special order.

1932 AUXILIARY ORDER BLANK

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EMBLEM DIVISION

THE AMERICAN LEGION, 777 North Meridian Street
Indianapolis, Indiana

Date.....

Ship to..... Ship via.....

Street.....

City..... State.....

RUSH THE FOLLOWING AUXILIARY SUPPLIES

Remittance for $.....
enclosed herewith.

★

IMPORTANT: FILL IN!

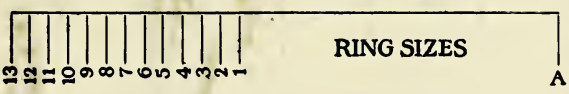
I belong to Unit No.....

Department of.....

Signed.....

See foreword on page 3 before ordering.

STANDARD RING GAUGE



Cut a slip of paper that will just fit snugly around the second joint of the finger on which you wish to wear your ring. Lay this slip with one end at A on the standard ring gauge shown here and the other end will indicate the correct size. (Remember we can furnish half sizes.) As an added precaution pin the slip to your order.